

Lead Poisoning Prevention Fund advisory Board Meeting

June 26, 2009

Location Maine Health Access Foundation

150 Capital Street, Suite 4 Augusta, Maine 04330

Present: Eric Frohberg, Joe Robinson, Andy Smith Carol Cifrino, Maureen Brown, Barbara Leonard, Gail Lombardi, Meredith Tipton, Syd Sewall

Absent: MaryAnn Amrich, Peter Doran

Administrative Support: Cindy Flick Present

Evaluation Update

Presented by Joseph Robinson

The LPPF received a draft preliminary logic plan and report from the evaluators Center for Governmental Research (CGR). The staff and Barbara Leonard reviewed and discussed the document. The LPPF will have a follow-up conference call with CGR next week. The timeline for the deliverables will have to be reviewed and revised.

Community Grants and Updates

Presented by Joseph Robinson

The first Quarterly Reports from the Community Contracts have been submitted. They will be sent on to CGR for compiling and review. Due to the staggered start-up times for various contracts, there will not be too much to report in the first quarter. The Community Contracts will have much more activity to report in the next quarterly reports (due August 15, 2009).

All 27 Community Contracts for FY10 have been completed and are out for signature. The larger contracts were amended and extended to 06/30/10. The remaining were new contracts with an end-date of 06/30/10. There were some changes in the funding formulas for LPPF supported activities. The base funding for each individual HMP stayed at \$2,000/HMP. The District funding increased from \$5,000 to \$6,500 to support additional education and outreach. Under the High Density contracts, the LPPF increased the funding for lead inspection from \$100/unit to \$125/unit. Three 2nd-Tier high risk areas in the Midcoast, Central, and Western Districts are receiving planning funds (\$8,000/District).

Communication Strategy Update

Presented by Eric Frohmberg

Webinars

The LPPF held three webinars for the Community Partners over a six-week period. This method of communication is most effective in reaching our partners and delivering a coordinated message. The first webinar was on the basics of lead poisoning and prevention and was attended by about 45-50 people. Eric, Sue and Tina have all participated in the Webinars. The PowerPoint presentations are on the website. It is hoped that the recorded presentations will be posted as well.

1st Webinar: Lead 101; April 14, 2009

2nd Webinar: Focused on Lead in the home; May 19, 2009

3rd Webinar: Materials developed (Risk Communication); June 2, 2009

4th Webinar: New Website & Data Portal; September 29, 2009

5th Webinar: Lead Safe Trainings (DEP); October 27, 2009.

Brochures, Mailers

Due to concerns about the response rate and the work load associated with the lead dust testing initiative, it was decided to make two forms of the lead mailer. One version offers a free lead dust test kit, the second is the same, but offers only information. The goal is to have a “beta test” of the version offering a free lead dust test kit in August. That beta test will be to 500 individuals in the central district. A letter will go out to landlords informing them of this program. Maureen expressed interest in collaboration and notification of her constituency that this will happen. The HMPs are providing the LPPF with their mailing lists (from their tobacco free housing campaign) of landlords, property managers, housing authorities (which include section 8). There are ongoing conversations with the high density areas to make sure the mailing does not interfere with their efforts collaborating with landlords and property managers.

Website

Eric gave a demo of the current draft of the lead website. The new website was designed to be ADA compliant and be attractive, simple and clear. It is divided into subject areas by audience – such as parents, property owners, etc. There is also a section for LPPF Partners and the Advisory Council. Materials available for the partners, as well as the webinars are posted here. We will look into developing a form so people can order materials off the website.

Lead Dust Testing Update

Presented by Eric Frohmberg

Lead dust testing kits are being produced between CLPPP and HETL. The kits will include lead dust wipes, as well as simplified directions, chain of custody (not named that), template for floors and tape measure for measuring window sills. Response will be tiered based on results (low, medium, high). As mentioned above, the HMPs are providing the LPPF with their mailing lists (from their tobacco free housing campaign) of landlords, property managers, housing authorities (which include section 8).

Budget

Presented by Joseph Robinson & Andy Smith

Joe updated the Advisory Board on the total sum of paint fees collected from each paint company. The overall LPPF revenue amount was down 15% from the year before. Extrapolating out under the current economic climate, the Fund can expect the same level of funding for the next 2 years. Joe & Andy went over the revised projected LPPF revenue & expense budget for 2010, 2011 & 2012. One change of note was the addition of a Public Health Educator. It is hoped that a PHE can be hired by the end of the summer. Stacy Jochem is filling the position on a temporary basis for now.

Next Meeting

Next Meeting September 25, 2009

Draft Agenda:
Update on evaluation
Results of pilot
Update on Media Campaign